



YOUNG WOMEN AS JOB CREATORS

Union for the Mediterranean and AFAEMME promote entrepreneurship among young women university students

The project *Young Women as Job Creators*, promoted by the Association of Organizations of Mediterranean Businesswomen (AFAEMME) and endorsed by the 43 Member States of the Union for the Mediterranean (UfM), will be implemented between May and November 2013 in Morocco, Palestine, Jordan and Spain. The project intends to inform, motivate and train about 10.000 young women university students in the four participating countries to become future successful businesswomen and employers.

The project promotes self-employment and entrepreneurship among young women university students who are about to graduate from a university and who have an interest in starting their own business. By facilitating the transition of these young, talented women from education to work, the project advocates a stronger role of women in the social and economic development of the region, additionally contributing towards gender equality in the Mediterranean.

The project's core events are **Women Entrepreneurship Days (WEDs)**. They will consist of seminars which will provide the participants with specific training and coaching to create new businesses. They will be hosted by local universities, faculties, businesswomen associations and partner institutions. With an estimated 10.000 participants in the four countries, concrete advice and steps towards business creation will be provided to an estimated number of 400 most motivated young women.

The WEDs will consist of:

- SEMINARS about self-motivation and motivation, key points for setting up a company, key legislative issues, national entrepreneurship incentives system, business planning with a gender perspective and coaching for entrepreneurship.
- EXCHANGES with successful national businesswomen (Role Models).
- NETWORKING ENCOUNTERS with students, entrepreneurs and businesswomen.
- TALENT SEARCH CONTEST (European Investment Bank internships). Yet to be confirmed.

The participants who already have a business idea will have free access to the business creation advice services offered by the four collaborating national Businesswomen Associations (*Association of Moroccan Businesswomen AFEM, Business and Professional Women International Ramallah Club BPWRC, Catalan Association of Business and Executive Women ACEE, and Jordan Forum for Business and Professional Women JFBPW*). The participants will receive support in formulating a Business Plan, accessing finance and other key issues related to start-ups. While being able to directly benefit from successful



businesswomen's advice and experience, these young and motivated women will receive strong support and acquire knowledge and skills needed to transfer their enormous potential and talent into concrete women-owned businesses.

Women Entrepreneurship Days (WEDs) in Spain

The Women Entrepreneurship Day in Spain will be held on the 15th of May 2013 in Barcelona and coordinated by the *Catalan Association of Business and Executive Women (ACEE)* and the *Catalan Association of Public Universities (ACUP)*. It will be hosted by the *Universitat Internacional de Catalunya (UIC)*.

List of Spanish participating Universities:

- Universitat Rovira i Virgili
- Universitat Autònoma de Barcelona
- Universitat de Barcelona
- Universitat de Girona
- Universitat de Lleida
- Universitat Internacional de Catalunya
- Universitat Oberta de Catalunya
- Universitat Politècnica de Catalunya
- Universitat Pompeu Fabra

Women Entrepreneurship Days (WEDs) in Palestine

The Palestinian WEDs will be held on 19, 20, 21 and 22 of September 2013 in Ramallah, hosted by the *Ramallah Chamber of Commerce and Industry Hall*.

List of Palestinian participating Universities:

- Birzet University
- Palestinian Technical College for Girls
- Women Society College

Women Entrepreneurship Days (WEDs) in Morocco

The Moroccan WEDs will be held throughout the months of October and November 2013, hosted by some 20 local universities in the cities of Rabat, Casablanca, Marrakech, Ifrane and Mohammedia. The precise dates and places are to be confirmed.

List of Moroccan participating Universities:

- Al Akhawayn University
- Faculté des lettres Hassan II Ben Msik Mohammedia de Casablanca
- Faculté des sciences de Rabat
- Faculté des sciences et techniques de Mohammedia
- Ecole Nationale Supérieure d'Electricité et de Mécanique de Casablanca
- Ecole Française d'Enseignement Technique de Marrakech





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- Kaddi Ayad University, Marrakech

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Women Entrepreneurship Days (WEDs) in Jordan

The Jordanian WEDs will be held on 2, 3, 4 and 5 of November 2013 in Amman, hosted by the *Jordanian Forum for Business and Professional Women*.

List of Jordanian participating Universities:

- Al-Ahliya Amman University
- Al-Zaytoonah University of Jordan
- Applied Science Private University
- German Jordanian University
- Isra University
- Petra University
- Princess Sumaya University for Technology
- The World Islamic Sciences & Education University W.I.S.E
- University of Jordan

Final Report

A final Report will be published right after concluding the series of seminars in the four participating countries. It will gather and analyze data on the situation of gender and entrepreneurship in the involved countries and data on the student's perceptions on entrepreneurship in these countries. The Report will also offer a qualitative analysis on the general project's outcomes (conclusions + recommendations).

The wish of both the Union for the Mediterranean and the project's promoter AFAEMME is to replicate this project in other countries of the Southern Mediterranean in an effort to promote self-employment and entrepreneurship among young female university students and to further contribute to the socio-economic advancement of the Euro-Mediterranean region.

Partners

- Association of Moroccan Businesswomen (AFEM) www.afem.ma
- Business and Professional Women International Ramallah Club (BPWRC) www.bpwa.org.jo
- Catalan Association of Business and Executive Women (ACEE) www.acee.com.es
- Jordan Forum for Business and Professional Women (JFBPW) www.bpwa.org.jo

Sponsors

- Gas Natural SDG, S.L. www.gasnaturalfenosa.com
- Norwegian Ministry of Foreign Affairs www.regjeringen.no
- European Investment Bank www.eib.org
- Secretariat of the Union for the Mediterranean www.ufmsecretariat.org



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More information on the project:

<http://www.afaemme.org/young-woman-project>

<http://ufmsecretariat.org/young-women-as-job-creators-2/>

About UfM

The Union for the Mediterranean (UfM) is a unique Mediterranean institution bringing together 43 countries (27 EU member states and 16 Southern and Eastern Mediterranean countries). It constitutes a platform for political dialogue, coordination and consensus building.

The Secretariat of the Union for the Mediterranean, established in Barcelona in 2010, focuses on implementing regional cooperation projects and initiatives in areas such as energy, environment, education, transport, business development and social affairs. The Secretariat works in close collaboration with governments and with an active network of Euro-Mediterranean partners to assist project promoters throughout the entire project cycle: from technical assistance to project implementation, including financial planning and fundraising.

www.ufmsecretariat.org

About AFAEMME

The Association of Organisations of Mediterranean Businesswomen (AFAEMME) is a federation of businesswomen organisations bringing together 41 member associations from 22 Mediterranean countries. It constitutes a platform for business and gender equality projects, ground-breaking research and networking.

AFAEMME's main goals are to promote the principle of equal opportunities in the labour market; to improve the socioeconomic conditions of women by eliminating gender discrimination; to support the development of relations among women entrepreneurs of the region by promoting business and training opportunities; to contribute to the access of women to decision-making positions in the economy by enhancing their business and management abilities and by supporting them in achieving their professional goals; to exercise influence on the public opinion through events, campaigns and lobbying to authorities in order to strengthen the legal, social and economic conditions of women.

<http://www.afaemme.org/>